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Aides Feel Bush Is Propelled Into Seeking Spotlight

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ALEXANDRIA, Va., Dec. 4 — George Bush's campaign is attracting attention a trifle earlier than his staff had counted on, and as a result his managers in the four-story red-brick headquarters here have decided to go back on Boston television to keep his face in front of New Hampshire and Massachusetts Republicans.

"We thought in November we'd kind of hunker down," said David A. Keene, the campaign's political director, "but for a variety of reasons it became our month."

So, he said, the people who are trying to win Mr. Bush the Republican nomination for President decided to follow up on the free media time their man enjoyed in November because of successes in Maine and Iowa by starting off in December with a week of paid television.

Strong Leadership Stressed

The \$40,000 package of three dozen 30-second spots decided on is part of an overall strategy that seeks to turn the Republican race into a choice between Mr. Bush and Ronald Reagan, a strategy that the campaign team freely discussed here.

While the candidate is in Iowa, where caucuses in January will provide the first

test in the 1980 hunt for convention delegates, his commercials are being broadcast in the television area shared by New Hampshire, which holds the nation's first Presidential primary Feb. 26, and Massachusetts, which votes March 4.

The 30-second spots begin with the announcer murmuring, "Strong leadership — George Bush," and end with him saying, "George Bush — a President we won't have to train."

Only inferentially do the slogans point to Mr. Bush's record, which was detailed in a five-minute advertisement in his first wave of paid television. That advertisement pictured him as a Connecticut

Brahmin who went to Texas to build a career in the oil-drilling business, a two-term Congressman, American representative to the United Nations, representative to China, Republican national chairman and Director of Central Intelligence.

Ads Don't Mention C.I.A.

The spot advertisements do not mention the C.I.A., in part because the campaign staff feared that such mention might have negative connotations.

But lately the candidate himself has been bringing up that part of his personal history, stressing that the crisis in Iran underlined the need for accurate intelligence.

Mr. Keene said that Mr. Bush had won a lot of attention in the news media by winning the straw poll taken last month at an informal convention of Maine Republicans and finishing an unexpectedly strong third, behind Mr. Reagan and John B. Connally, in the Florida straw vote.

The Robert Goodman Agency of Baltimore has begun to edit a new round of commercials, oriented to the bandwagon image of Mr. Bush as a candidate who is catching on and to issues that are being developed by Stefan Helbern's 10-member policy staff here.

General Approaches Favored

Unlike the Connally campaign, for instance, the Bush people are not ready to call attention to detailed programs to cope with what their candidate perceives as the nation's ills. The preprimary period is not the time for that, Mr. Bush

said in an interview the other day. Now, he is seeking to convince Republican Party audiences that he is a winner and simply to indicate general approaches to Government.

Mr. Keene, who worked for Mr. Reagan until earlier this year and who is known as a tough tactician, sketched the strategic plan.

The plan, he said, is for Mr. Bush to run strongly enough in early states to clear away Senator Howard H. Baker Jr. By Illinois, on March 18, or Wisconsin, on April 1, he hopes to see the Connally campaign also start to slide. "By the time we get to the Midwest," he said, "we want to make it clear that it's us versus Reagan."